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UNIVERSITY OF MINNESOTA

MINNESOTA CENTER FOR SURVEY RESEARCH



June 1995

CURA RESOURCE COLLECTION

Center for Urban and Regional Affairs
University of Minnesota
330 Humphrey Center

ANNUAL REPORT

ACADEMIC YEAR 1993 - 1994

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ANNUAL REPORT

ACADEMIC YEAR 1993 - 1994

Introduction

The Minnesota Center for Survey Research (MCSR) is the survey research center of the University of Minnesota, providing services to the University itself and to the Minnesota community. This report provides a brief description of the Center and a summary of activities for the academic year ending June 30, 1994. This is the seventh annual report and this year's report closely follows those of the past.

This year has seen a reduction both in the total number of projects and in the number of completed surveys. The number of full-service or complete surveys conducted for clients declined from 19 to 17, and the number of completed surveys also declined slightly to 12,314 people and institutions. MCSR also provided other services to 15 clients (see Appendix A).

In addition to these services provided for a fee, MCSR provided 82.75 hours of unreimbursed consultation to 71 people. Over one-third of this free service was provided to University faculty and students, about half was provided to nonprofit agencies, and the remainder was provided to Minnesota government units. A full list of these consultations is provided in Appendix B.

The major purpose of this report is to provide a summary of the activities at MCSR from July 1, 1993 to June 30, 1994. Sections of this report designed to meet this end include: a list of the surveys conducted; contributions to University teaching, research, and communication; improvements made in the areas of management, technology, and accommodations; professional activities of the staff; public relations activities; a list of partial service projects; and lists of those who received unreimbursed consulting services. A secondary purpose of this report is to document the mission, history, staffing, and governance of MCSR.

Five appendices round out this report, adding documentation to its body. Two of the appendices have been compiled to encourage outside use of existing MCSR resources: 1) abstracts of this year's surveys (Appendix D); and 2) our index to past surveys and data files (Appendix E).

Mission

MCSR exists to promote and facilitate the use of high quality survey research techniques. On the one hand, it works to support public policy analysis and development within Minnesota. On the other, it works to serve the survey research needs of the University of Minnesota at whatever scale is required.

At this point in time, MCSR is primarily a facility for supporting mail and telephone surveys, although we have occasionally conducted personal interviews. The standards employed at MCSR and the survey results that are obtained are of the highest quality. It is a primary goal to maintain and, if possible, to improve this capability.

For public policy makers, MCSR provides three types of services. The first is high quality surveys. This service goes beyond conducting a good survey, and often engages faculty experts in designing the research and analyzing the results. Second, MCSR has an educational function that involves promoting the proper use of survey research as a means of developing policy. Third, MCSR critiques the work of others pointing out where results can be properly used or should be disregarded.

For the University of Minnesota, MCSR serves many functions. In support of good research, MCSR assists with quality data collection and in writing proposals to obtain funding for this research. Access is provided to the data bases from past surveys, both to previous MCSR surveys and to national surveys. In addition, MCSR can provide a laboratory for research on survey research. A small reference collection is also being developed to serve the survey research needs of students and faculty.

In support of the educational mission of the University, MCSR annually publishes a catalog of university courses offered in survey research. MCSR is also involved in formal classroom teaching and in informal teaching through the use of student employees.

MCSR does not seek business in the private sector and attempts to avoid conflicts with private sector market research firms. All survey data collected by MCSR become public information after 18 months.

History

MCSR is currently in the fourth stage of its history. In its two earliest stages it was part of the Department of Sociology, but it became a University-wide facility in 1986 under the Center for Urban and Regional Affairs (CURA). At the beginning of the 1991-92 academic year, MCSR's latest stage began under the leadership of acting director Rossana Armson.

MCSR began in 1968 as the Minnesota Center for Sociological Research. At that point, its director was Michael Quinn Patton and its focus was on evaluation research. In 1981, Ronald E. Anderson assumed the directorship of MCSR; the name was changed to the Minnesota Center for Social Research, and the focus was shifted to survey research. In 1982, MCSR conducted its first Twin Cities Area Survey and the inaugural Minnesota State Survey followed in 1984.

By 1986, MCSR's level of activity had become large enough that it was no longer reasonable to be a small part of one department. Operating deficits were a major concern. MCSR was transferred to CURA and became a resource accessible to the entire university. Its name was changed again, to the Minnesota Center for Survey Research, and CURA's Assistant Director for Research, Dr. William Craig, became director of MCSR. Because of CURA's extensive ties to public agencies and the non-profit community, MCSR became more accessible to the outside community concerned with public policy in Minnesota.

At the end of the 1990-91 academic year, Dr. Craig returned full-time to CURA. During his tenure at MCSR, the Center saw significant growth in the number of surveys conducted and the attainment of financial stability. Numerous policies and procedures were implemented, as documented in this and previous annual reports, that brought coherence to MCSR's operations and enhanced its reputation for conducting high quality research.

In July 1991, assistant director Rossana Armson became the acting director of MCSR. She had continued many of the procedures initiated by Dr. Craig, including the preparation of this annual report.

Surveys Conducted in 1993-94

The following two pages summarize the surveys conducted in the past year. Where the effort or contract occurred during two academic years, surveys are reported here only when the majority of the work was completed in the July 1, 1993 to June 30, 1994 period.

More detailed descriptions of each of these surveys are presented in Appendix D. In most cases, a full report documents the methodology and findings; these reports may be viewed in the MCSR offices or a copy can be purchased for a nominal fee.

Original data files are also available from MCSR for nearly all projects where data coding and processing were part of the contract with MCSR. These data files are available for use by other researchers 18 months after they have been delivered to the client, or when released by the client, whichever comes first.

MINNESOTA CENTER FOR SURVEY RESEARCH

FULL SERVICE RESEARCH PROJECTS: FISCAL YEAR 1993-94

Number of Completed Surveys

	<u>Telephone</u>	<u>Mail*</u>	<u>Total</u>
1) OMNIBUS SURVEYS -----			
1993 Minnesota State Survey (7 clients)	808		
1993 Twin Cities Area Survey (7 clients)	804		

SUBTOTAL:	1,612		1,612
2) UNIVERSITY PROJECTS -----			
Employee Relations Survey	640		
- Department of Human Resources			
Forest Products Directory Survey	592		
- Department of Forest Products			
Shopping Habits Survey	561		
- Center for Urban & Regional Affairs			
The Community-Based Public Health Initiative		282	
1994 Cost-Benefit Survey			
- Center for Urban & Regional Affairs			
Exotic Species and Freshwater Boating Survey	279	1,284	
- Minnesota Sea Grant Extension Program			
Public Opinion on Spousal Relationships	545		
- School of Social Work			
	-----	-----	
SUBTOTAL:	2,617	1,566	4,183

MINNESOTA CENTER FOR SURVEY RESEARCH

FULL SERVICE RESEARCH PROJECTS: FISCAL YEAR 1993-94

(CONTINUED)

Number of Completed Surveys

3)	NON-UNIVERSITY PROJECTS	<u>Telephone</u>	<u>Mail</u>	<u>Total</u>

	Follow-up Survey of Attitudes about Waste Reduction	421		
	- Metropolitan Council			
	The 1993 Community Affairs Department Surveys		152	
	- Mueller Associates			
	Minnesota Pollution Prevention Planning Survey		366	
	- Minnesota Office of Waste Management			
	The 1993-94 Judicial Evaluation and Retention Survey		3,902	
	- Hennepin County Bar Association			
	1994 Clean Vessel Act Survey	99		
	- Minnesota Department of Natural Resources			
	Faribault County Opinion Survey	276		
	- Piper Law Firm			
	Survey about Emission Fees		471	
	- Minnesota Pollution Control Agency			
	Northern Lights Curriculum Survey		257	
	- Minnesota Historical Society			
	1994 Ramsey and Hennepin Counties Family	575		
	Assistance Programs Surveys			
	- Ramsey County Community Human Services			
		-----	-----	
	SUBTOTAL:	1,371	5,148	6,519
		=====	=====	=====
	GRAND TOTALS:	5,600 (45%)	6,714 (55%)	12,314

Seventeen survey projects collected data from 12,314 people or institutions. This represents a slight decline in the total number of projects and in the total number of completed surveys compared to the previous year (see Table 1). During the current academic year, the number of mail survey projects and the number of completed mail surveys was dramatically reduced. At the same time, the number of telephone survey projects increased and the total number of completed telephone surveys nearly doubled compared to the previous year. The major shift toward mail surveys that was first documented in 1989-90 has finally halted.

TABLE 1

ANNUAL NUMBER OF PROJECTS AND COMPLETED SURVEYS

<u>Fiscal Year</u>	<u>Number of Projects</u>	<u>Number of Completed Surveys</u>	<u>% Completions that were Mail Surveys</u>
1986-87	10	13,689	14%
1987-88	20	14,562	43%
1988-89	22	19,568	52%
1989-90	22	33,551	80%
1990-91	29	27,928	79%
1991-92	25	33,952	82%
1992-93	19	16,261	80%
1993-94	17	12,314	55%

Each year, the surveys conducted at MCSR present new data collection challenges. During this academic year, the first MCSR change of venue survey was conducted, with the explicit intention that the survey data would be presented in a court of law. Because of this experience, MCSR staff are now aware of survey procedures that must be modified for court cases, including respondent screening, interviewer training issues, and the possibility of court testimony about data collection protocols from project management staff. One project utilized a bulk permit for a mail survey, without the anticipated decrease in response rate. Finally, the survey of family assistance recipients presented both translation challenges and extreme difficulties in locating respondents. MCSR staff have welcomed these challenges and have successfully responded to them.

Contributions to University Teaching, Research, and Communication

Communication among people interested in survey research at the University of Minnesota continued to be limited. However, MCSR has taken numerous steps during this past academic year to build a community of those interested in this field.

- * Continued to abstract and index MCSR reports and data files. This material is developed in order to encourage secondary use of survey data.
- * Compiled and published the seventh annual directory of Courses in Survey Research. It lists courses from 23 units where at least 25 percent of the course was devoted to survey research material.
- * Continued to actively search out faculty to work with MCSR in submitting proposals for funded research. MCSR looks for potential projects where a joint MCSR/faculty project could produce a useful product for a state agency. This year none of these projects were funded.
- * Produced the sixth Annual Report. This was available on request to individuals interested in the work done at MCSR over the past academic year and was requested by 80 individuals.
- * Revised our Annotated List and Index of Past Surveys and Data Files: 1982-1994. This was requested by more than 90 faculty and administrators across campus.
- * Continued the practice of providing free questions on the Fall omnibus surveys. Questions must be oriented toward public policy and the faculty member must agree to draft a press release. Competition is decided by the MCSR Advisory Committee. This year's winners were: John W. Budd, Department of Industrial Relations, and Steve Simon, Law School.
- * Trained and employed 56 undergraduate students. Every attempt is made to recruit students from a wide variety of disciplines; these 56 students represented 27 different disciplines.
- * Continued to add to our collection of survey research publications.
- * Provided many other services; see list of survey projects, partial service projects (Appendix A), and unreimbursed consulting (Appendix B).
- * Had our project reports utilized by dozens of students who were looking for survey data for course papers. Provided computer data files to a few of these students.

Internal Operating Improvements

The initiatives documented below were undertaken during the past year to improve the quality of our products and the satisfaction of our clients.

- * Relocated the MCSR offices to an office building near the East Bank of the University campus. Installation of ten sound-absorbing interviewing cubicles in one large office has produced much more efficient use of space. Each cubicle is equipped with a telephone unit with an adjustable headset and an IBM dual disk-drive computer. There is also sufficient space on each work surface for paper and pencil survey administration.
- * Continued to utilize CATI, computer assisted telephone interviewing, for many telephone surveys. This changeover began in January 1991. During this academic year MCSR again conducted four CATI projects. The total number of CATI interviews increased to 2,813. CATI increases start-up time for telephone surveys, but reduces data processing time and costs, with results available for analysis within days after interviewing is completed.
- * Continued to leave messages on answering machines. We found that many people returned our call and that others were receptive on subsequent calls.
- * Continued to look for ways to conduct small methodological research projects as part of some surveys.
- * Continued positive relationships with the University of Minnesota's School of Public Health survey research unit in Epidemiology. Senior staff in the two units continue to meet informally on a regular basis.
- * Received approval from the University Office of Research and Technology Transfer Administration for revised hourly billing rates for calendar year 1994. This system includes a surcharge on hourly wages which covers the fixed costs of running MCSR. This approach greatly simplifies accounting work for MCSR and for the University.
- * Continued to send out a Client Feedback Questionnaire to each client after a project is completed.
- * Continued to make additions to the "Project Manager's Notebook", which provides a single source for written documentation and samples of previous work for new project managers. Major sections of this Notebook include: an MCSR organizational chart; general project management information (working with clients, sample project schedules, sampling); questionnaire design; project management; coding and editing paper and pencil questionnaires; calculating response rates; finishing a project; and report standards.
- * Continued to utilize a new telephone number sampling service which screens out at least half of the disconnected numbers. Our supplier, Survey Sampling, Inc., now screens our random digit samples for: (1) known business listings and (2) disconnected numbers which are identified by a special computer generated tone on the telephone line.

1993-94 Staffing

MCSR has a professional staff of four full-time equivalents and a large number of trained graduate and undergraduate student employees.

<u>NAME</u>	<u>POSITION</u>	<u>PERCENT TIME</u>
Rossana Rae Armson	Acting Director	100
Pamela J. Schomaker	Survey Manager	100
Lisa Peterson/Karen Pladsen	Data Manager	100
Michelle Cook	Office Specialist/Accountant	100

MCSR is able to produce its wide range of services from this small core staff through extensive use of students, both graduate and undergraduate. The training of students is part of MCSR's mission. During the past year, three graduate Research Assistants and 56 undergraduate students worked at MCSR.

Using intelligent, motivated young people yields benefits in high productivity and high quality surveys. These benefits more than compensate for the high training costs associated with the relatively high turnover of students who, by design, leave the University after completing their degree.

Professional Activities

MCSR and its staff are committed to the highest levels of professionalism. This commitment demands participation in the survey research community, both as a contributor and as a learner.

The Center is active in a number of national activities. MCSR staff members have been members of the American Association for Public Opinion Research (AAPOR) and MCSR has been receiving that association's professional journal, Public Opinion Quarterly, since 1986. MCSR is a sponsor and an active member of the National Network of State Polls. It has also been a regular contributor to the Survey Research newsletter published by the Survey Research Laboratory at the University of Illinois.

Assistant Director Rossana Armson has attended the annual National Field Director's Conference since 1986. In 1989 she served as program chair. In 1990, 1991, and 1992 she was a discussion leader. In 1993 she presented some preliminary results on trends in survey research participation among Minnesotans. This year she presented as part of a panel discussion. In 1992 she became a member of AAPOR and attended that organization's annual conference in 1992 and 1993.

Survey Manager Pamela Schomaker joined the MCSR staff in early 1992, and has attended the National Field Director's Conference each year since joining MCSR.

Public Relations

Public relations are important to MCSR for two reasons. As advocates of survey research, we encourage the wide distribution of high quality stories based on our work. As an organization that is dependent on contracts for survival, we need to make more potential clients aware of our services. A number of initiatives were undertaken in the past year:

- * Held an Open House to celebrate our new space. The announcement of the Open House was widely distributed, through personal mailings to those on our list of University faculty/staff interested in survey research, through notices to departments, and through an announcement in the *Brief*. All announcements invited individuals to come to the Open House to "learn about the survey research services we can provide for you".
- * Continued to encourage clients to issue press releases. MCSR has offered to help write these releases. University Relations has agreed to provide its services to any organization, even those outside the University, if MCSR was involved and is mentioned.
- * Continued working with the Minnesota Department of Administration's Office of Strategic and Long-range Planning to hold an information meeting about MCSR's annual omnibus survey for state agencies and east metropolitan agencies and governments. A Minneapolis meeting is held in conjunction with Hennepin County and Minneapolis, inviting all prospective west metro omnibus survey clients.
- * Listed MCSR in the Minneapolis Yellow Pages under the heading "Market Research and Analysis".
- * Continued an institutional listing in AAPOR's (American Association for Public Opinion Research) publication *The Blue Book: Agencies and Organizations*.
- * Continued to list MCSR separately in the white pages under University of Minnesota.
- * Listed MCSR in the *Research Centers Directory*, the standard reference guide to university-related and other nonprofit research organizations and support services.

Governance

MCSR is a part of the University of Minnesota. As a division of the University's Center for Urban and Regional Affairs (CURA), which reports directly to the Vice President for Research, it serves as an all-University resource.

While CURA has direct responsibility for MCSR, an Advisory Committee has been established, which includes experts and users from the field of survey research (see Appendix C). University faculty dominate this committee, with representatives from every college and from every department with a significant interest in this area. Faculty fill nine of the eleven positions, while the remainder are users from the public sector: one each from local, regional, and state government. Individual members provide assistance in many areas to MCSR staff.

Internal staff meetings are held weekly and involve all senior staff. The major purpose of these meetings is to solve problems and to coordinate work. They are also used to share information about survey results and methodological findings from MCSR projects or those of other researchers.

APPENDIX A

OTHER SERVICES PROVIDED BY MCSR

Projects and Clients Contracting for Less than a Full Survey Project

Fiscal Year 1993-94

	Consul- tation -----	Data Collection -----	Coding/ Editing -----	Data file Created -----	Data Analysis -----
Brooklyn Park Survey Analysis - Northwest Hennepin Human Services Council					X
Chiropractic and Physical Therapy Client Surveys - Health Services Management, Inc.	X				
City of Blaine Waste Prevention Survey - Waste Reduction Research	X				
Diversity Survey of Employees - Multicultural Crossroads	X		X	X	
Family Intervention Program Evaluation - Minneapolis Children's Medical Center	X		X	X	X
1994 Food Services Survey - U of M Housing Services				X	X
Leech Lake Reservation Survey - Center for Urban & Regional Affairs					X
Lyndale Neighborhood Resident Survey - Community and Resource Exchange (CARE) Program - Center for Urban & Regional Affairs	X	X			
Media Use Survey - Native American Television	X		X	X	X
Minnesota Foster Care Data Analysis - School of Social Work				X	X
New Student Surveys 1993 - College of Liberal Arts New Student Programs				X	X
Public Safety/Law Enforcement Oversight Survey - Center for Urban & Regional Affairs	X	X		X	X
Resident Information Education Survey - U of M Biomedical Library	X		X	X	X
Survey about Children and Neglect - Center for Urban & Regional Affairs - School of Social Work	X			X	X
U of M Technical Employees Issues Survey - AFSCME				X	X

APPENDIX B

UNREIMBURSED CONSULTING

Provided to State and Local Government Units

<u>TIME FRAME</u>	<u>NAME</u>	<u>DEPARTMENT OR UNIT</u>	<u>TYPE OF SERVICE</u>	<u>HOURS</u>
July 93	Helmut Schweiger	Higher Education Coordinating Board	Internship referrals	.50
July 93	William R. Carter III	Police Officer Standards & Training (POST) Board	RFP selection panel	.25
July - August 93	Cristine Leavitt	Minnesota Pollution Control Agency	Survey costs	1.75
August 93	Ann Hare	Office of Tourism	Panel studies	0.50
August 93	Joanne Musumeci	Minnesota Pollution Control Agency	Questionnaire and report review	1.25
September 93	Stacy Becker	St. Paul Police Department	Past TCAS data	0.50
September - October 93	Nancy Read	Metropolitan Mosquito Control District	Sampling error and review of study methods	2.00
September - October 93	Belinda Davis	City of Minneapolis YMAP	Project design	2.00
December 93	Ron Sushak	Minnesota Dept of Natural Resources	Bias check for mail surveys	0.50
March 94	Denise Stromme	Environmental Education Advisory Board	Study design	1.25
April 94	Angela Burger	Minnesota Attorney General's Office	Questionnaire design	1.25
May 94	Robb Luckow	Minneapolis City Planning	Scannable surveys	0.75
June 94	Todd Thompson	FBI - Minneapolis Office	Past MCSR surveys	0.75
June 94	Elizabeth Huntley	Minnesota Attorney General's Office	Questionnaire design	1.50
			TOTAL HOURS:	14.75

APPENDIX B

UNREIMBURSED CONSULTING

Provided to the University of Minnesota

<u>STATUS</u>	<u>TIME FRAME</u>	<u>NAME</u>	<u>DEPARTMENT OR UNIT</u>	<u>TYPE OF SERVICE</u>	<u>HOURS</u>
Faculty	July 93	Jon Tofte	UMD Industrial and Technical Studies	Past MCSR data	0.25
Grad Student	July 93	Christine Johnson	Vocational Education	Questionnaire design	0.50
Grad Student	July 93	Julie Abrahamson	Design, Housing, and Apparel	Study design	0.75
Undergrad	July 93	Anne O'Connor	Minnesota Daily	Study review	0.50
Grad Student	July 93	Laurie Rudman	Psychology	Interviewer motivation	0.25
Staff	July 93	Michael Rollefson	Graduate School	Sampling & cost of surveys	1.25
Staff	July - August 93	Chris Mayr	Carlson School of Management	Mail survey methods	2.25
Staff	August 93	Stephen Klein	CLA Career Development Office	Scannable surveys	0.25
Grad student	September - November 93	Greg Kipper	Educational Administration	Study design and sampling	1.25
Grad student	October 93	Jennifer McTavish	Recreation, Park, & Leisure Studies	Questionnaire design	2.50
Staff	December 93	Mary Mueller	Bio-Med Library	Questionnaire design	1.75
Staff	December 93	Beth Gaipa	Disability Services	E-mail surveys	0.25
Faculty	January 94	Susan Watts	Curriculum & Instruction	Questionnaire design	1.25
Staff	January 94	Darwin Hendel	Academic Affairs	Past MCSR surveys	0.25
Grad student	January 94	John Schultz	Soil Science	Past MCSR surveys	0.25
Faculty	January - March 94	Jeffrey Edleson	Social Work	Questionnaire design	5.00
Undergrad	February 94	Hernando Roja	Journalism and Mass Communication	Past MCSR surveys	0.25
Staff	February 94	Jan Wikstrom	University Graffito	Questionnaire design	1.00

UNREIMBURSED CONSULTING

Provided to the University of Minnesota (continued)

<u>HOURS</u>	<u>STATUS</u>	<u>TIME FRAME</u>	<u>NAME</u>	<u>DEPARTMENT OR UNIT</u>	<u>TYPE OF SERVICE</u>	<u>HOURS</u>
0.25	Staff	February 94	Betty Aune	Disability Services	Questionnaire design	0.75
0.50	Staff	February 94	Katherine Hedin	Law Library	Questionnaire design	1.25
0.75	Staff	February - March 94	Joe Courneya	Minnesota Extension Service	Past MCSR surveys	0.75
0.50	Faculty	April 94	Michael Graves	Curriculum and Instruction	Expected response rates on mail surveys	0.25
0.25	Staff	April - June 94	Laura Kampfer	Law School	Questionnaire review and mail survey methods	4.25
1.25	Grad student	June 94	Laura McLeod	Center for Urban and Regional Affairs	Questionnaire design	1.00
2.25	Grad student	June 94	Karlyn Eckman	Forest Resources	Data analysis	1.00
0.25	Grad student	June 94	Alan Malone	Recreation, Park, & Leisure Studies	Past MCSR surveys	0.75
1.25	Staff	June 94	Fred Smith	Center for Urban and Regional Affairs	Basic survey reference books	0.50
2.50	Grad student	June 94	Tzu-Shan Han	Center for Urban and Regional Affairs	Phone follow-up of mail surveys	0.25
1.75						
0.25						
1.25					TOTAL HOURS:	30.50

APPENDIX B

UNREIMBURSED CONSULTING
Provided to Non-Profit Groups

<u>TIME FRAME</u>	<u>NAME</u>	<u>DEPARTMENT OR UNIT</u>	<u>TYPE OF SERVICE</u>	<u>HOURS</u>
July 93	Peter Westerhaus	Survey & Ballot Systems	Occupation coding	0.50
July 93	Carolyn DeWall	Uptown Art Fair	Project design	2.00
July - August 93	Steve Daggett	United Way of Minneapolis	Past TCAS data	1.25
July - August 93	Tim Doyle	Minnesota Senior Federation	Data analysis	1.25
August 93	Jack Dunigan	Leadership Ministries	Past TCAS data	0.50
August 93	Bryan Tollman	University of South Africa	Questionnaire design	2.00
August 93	Burt Baum	Jewish Family Services	Questionnaire design	0.25
August 93	Daniel Langseth	WESMIN	Sampling and questionnaire design	4.50
August - December 93	Lynne Gray	Native American Television	Study design and questionnaire review	2.75
September 93	Don Johnson	St. Paul Urban League	Questionnaire design	1.00
September 93	Diane Green	Cardinal Stritch College	Questionnaire design	0.75
October 93	Phil Cooper	Wilder Foundation	CATI systems	1.75
October 93	Barbara	Wilder Foundation	Past TCAS data	0.50
November 93	Amos Deinard	Whittier Neighborhood	Project design	2.25
December 93	Louise Anderson	Potential U of M student	Career opportunities	0.75
December 93	Bob Lee	University of Wisconsin	U of M alumni surveys	0.25
December - January 94	Beth Goodpaster	MPIRG	Questionnaire design	1.50
January 94	Deb Ruegg	MN Nonprofits Assistance Fund	Sampling	0.25

UNREIMBURSED CONSULTING

Provided to Non-Profit Groups (Continued)

	<u>TIME FRAME</u>	<u>NAME</u>	<u>DEPARTMENT OR UNIT</u>	<u>TYPE OF SERVICE</u>	<u>HOURS</u>
<u>OURS</u>	January 94	Marilyn McGovern	Minneapolis Public Schools, Seward Elementary School	Questionnaire design	4.00
0.50	January 94	Jackie Alfonso	DRAGnet	Questionnaire design	1.50
2.00	February 94	Karen Perry	MPIRG	Questionnaire design	0.75
1.25	March 94	Sasha Peterson	Marcy Holmes Neighborhood Association	Questionnaire design	1.25
0.50	April 94	Nancy Davenport	University of Wisconsin	Past MCSR surveys	1.00
2.00	May 94	Anthony Winer	William Mitchell College of Law	Questionnaire design	1.00
0.25	May 94	Rebecca Shavlik	United Way	Past MCSR surveys	0.25
4.50	June 94	Michael Kane	Prospect Park-East River Road Improvement Association	Mail survey methods	1.25
	June 94	Helen Kain	Private Consultant	National survey data	0.25
2.75	June 94	Mike Dailey	Rochester Catholic Church	Research design	0.25
1.00	June 94	William Pensoneau	Wisconsin Winnebago Nation, Education Department	Report review	2.00
0.75				TOTAL HOURS:	37.50
1.75					
0.50					
2.25					
0.75					
0.25					
1.50					
0.25					

APPENDIX C

1993-94 MCSR ADVISORY COMMITTEE MEMBERS

University of Minnesota Representatives

John Campbell, Psychology

Terry Childers, Marketing & Business Law

William Flanigan, Political Science

Robert Leik, Sociology

Karen Seashore Louis, Educational Policy and Administration

Frank Martin, Applied Statistics

Yorgos Stephanedes, Civil & Mineral Engineering

Albert Tims, Journalism & Mass Communications

Wayne Welch, Educational Psychology

Government Representatives *

Robert Sherman, Hennepin County Office of Planning & Development

Michael Munson, Metropolitan Council

* The representative from the Minnesota Department of Health moved to Wisconsin and resigned from the Advisory Committee. A replacement has not yet been named.

APPENDIX D

ABSTRACTS OF 1993-94 SURVEYS

INTRODUCTION

This appendix contains abstracts of surveys completed during the past academic year. Abstracts of surveys from earlier years are available from MCSR (see Appendix E). This listing is intended to facilitate access to this rich data source by interested faculty, students, and other researchers.

Except where confidentiality or privacy laws override, all survey data collected by MCSR is available for public use after the client has had primary access. Data is available 18 months after completion of the survey project or when released by the client, whichever comes first.

MCSR began detailed documentation and archiving of survey data files in 1983. Results are preserved in written technical reports and on magnetic media. Within each calendar year the abstracts are ordered by technical report number, which simply reflects the order in which survey projects were completed in a given year. The technical report number is given in parenthesis following the title of each survey, e.g., (#94-9) was the ninth technical report completed in 1994.

Unless otherwise noted, surveys were based on random samples of adults, age 18 and over, living in Minnesota. Each survey contains demographic data on the respondent in addition to the substantive questions. Response rates typically range from 65% to 90%. The number of surveys completed for each project is included in the abstract.

More detailed information about each survey is contained in its technical report. These are available for perusal in the MCSR office. Photocopies can be made on a cost reimbursable basis.

The availability of a data file varies by survey. A few data files are not available for distribution at this time. In most cases, however, MCSR has an SPSS system file on tape or disk available for copying. In some cases there was no computer file, or it has been transferred to the client for maintenance, access, and sharing. The following codes, following the technical report number, denote the format and accessibility of each data file, e.g., (#94-1, 1) means that the 1993 Minnesota State Survey is available on floppy disk from MCSR.

- 1 - Floppy disk available at MCSR
- 2 - Tape file available from MCSR (Note that these older files may require special handling. MCSR cannot guarantee readability or provide extensive technical assistance.)
- 3 - Data available from client
- 4 - No computerized data file exists
- 5 - Data not publicly available at this time

FOLLOW-UP SURVEY OF ATTITUDES ABOUT WASTE REDUCTION (93-18, 1)

The Follow-up Survey about Waste Reduction Attitudes was a telephone survey of 421 metropolitan area households. It was conducted in July 1993 for the Metropolitan Council. The objectives of the follow-up survey were to evaluate the effectiveness of the Metropolitan Council's television advertising campaign about waste reduction, and to assess respondent ability to recall the main message of television public service announcements about waste reduction.

Respondents answered questions about their preferences and attitudes toward the amount of packaging material in their purchases. In addition, the interview included questions about product use, criteria used to make purchasing decisions, and recall of the content of television commercials. Finally, this survey sought information about respondents' recall of various types of advertising for the state-sponsored SMART program -- Saving Money and Reducing Trash. The adult who did most of the purchasing for the household was sought for the interview. The survey results were compared to the baseline information on awareness of the need for waste reduction that had been collected in the initial survey, conducted in September 1992 (Technical Report 92-20).

THE 1993 COMMUNITY AFFAIRS DEPARTMENT SURVEYS (93-19, 1)

The 1993 Community Affairs Department Surveys were conducted as mail surveys in Winter 1993. Questions to be included were specified by a consultant who was conducting an external evaluation of a Twin Cities area company's Community Affairs Department. Respondents answered questions about their perceptions of the Community Affairs Department: its services to the community, the staff, and the grant application process in general. This was the third year that this evaluation was conducted for this company (See Technical Reports 91-28 and 93-3).

These mail surveys were sent to two discrete samples: (1) recipients of grants from the Community Affairs Department and (2) applicants whose grant proposals were not funded. A total of 119 grant recipients and 33 grant applicants completed surveys.

1993 MINNESOTA STATE SURVEY (94-1, 1)

The 1993 Minnesota State Survey was an omnibus telephone survey of 808 Minnesota residents conducted during the Fall of 1993. Nine topics were included in the survey.

- 1) **Quality of Life** asked about the most important problem in the state.
- 2) Following a very specific definition of volunteer work, questions about **Volunteerism** asked people to report the time they spend each week on volunteer activities, the primary reason they volunteer, and the type of setting in which they volunteer. In addition, those individuals who have not volunteered their time reported whether they have been asked to volunteer in the past six months, and the primary reason they do not volunteer. These questions were funded by the Office on Volunteer Services, Minnesota Department of Administration.

- 3) Questions about **Nonprofits** included level of agreement with the Minnesota law that allows nonprofit organizations to be free from paying sales or property taxes, donation of money or work to a nonprofit organization other than a church, and the type of participation in nonprofit organizations. These questions were funded by the Center for Urban and Regional Affairs at the University of Minnesota, on behalf of the Minnesota Council of Nonprofits.
- 4) Questions about the **University of Minnesota** system concerned overall impressions of the University as an educational institution, level of agreement with a series of statements about the University, and the importance for the University system to use its resources to help solve problems facing the state. These questions were funded by University Relations.
- 5) **Transportation** questions concerned satisfaction with the condition of Minnesota's roads, the appearance of roadsides along major highway routes, and snow and ice removal along major highway routes. Additional questions asked whether more, less, or about the same amount of work should be done along Minnesota highways in several areas: roadside mowing, planting of trees and shrubs, and control of weeds. Finally, respondents were asked for their level of satisfaction with the information they receive about winter road conditions, and the best way for them to learn about highway construction projects. These questions were funded by the Minnesota Department of Transportation.
- 6) **Attractions** was a single question about museums that was funded by the Science Museum of Minnesota.
- 7) **Taxes** included questions about which of Minnesota's taxes is hardest for people to understand, which is most unfair, and which the respondent would choose to increase if a tax increase were necessary. In addition, respondents were asked for their opinions about state laws which give special tax breaks or other incentives to businesses that will move to Minnesota or expand their present operations in Minnesota, and about whether businesses and homeowners are paying the right amount in local property taxes.

Respondents were also asked to estimate the proportion of people in Minnesota who should have filed a tax return last year but did not file one, left income off their tax return, or overstated their deductions last year. The final questions asked if taxpayers in different income categories were paying the right amount in Minnesota state and local taxes, and asked the respondent about his/her income category. These questions were funded by the Minnesota Department of Revenue.

- 8) Questions about **Teenage Problems** asked the respondent to think about life when they were a teenager, between 13 and 18 years old. Specific questions concerned whether the respondent felt other people cared about them during their teenage years, whether they had problems because of drinking or drug use during their teenage years, their teenage experiences with depression, and whether they discussed their problems with others during their teenage years. These questions were funded by the Minnesota Citizens Council on Crime and Justice.

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- 9) Questions about **Survey Participation** were included to determine whether respondents in this survey had previously participated in a poll or research survey or had refused to participate, how many times they had participated (or refused) in the past twelve months, and whether their previous participation was a pleasant or unpleasant experience.

1993 TWIN CITIES AREA SURVEY (94-2, 1)

The 1993 Twin Cities Area Survey was an omnibus telephone survey of 804 Twin Cities area residents conducted during the Fall of 1993. Eight topics were included in the survey.

- 1) **Quality of Life** asked questions about rating the Twin Cities area as a place to live, the most important problems in the Twin Cities metropolitan area, the type of crime that most concerns people, and their feelings about the cause of the crime problem. These questions were funded by the Metropolitan Council.
- 2) Questions about **Government** services asked whether government is doing a good job, just an adequate job, or a poor job of dealing with nine specified problems facing the Twin Cities metropolitan area. These questions were also funded by the Metropolitan Council.
- 3) Questions about **Children** focused on awareness of Success by Six and on the consequences of poor early child development for society in general. These questions were funded by United Way of Minneapolis Area.
- 4) **Environment** questions asked about whether people have ever noticed "a number within three arrows in a triangle shape" on the bottom of many plastic containers, whether they know what this symbol means, and how they usually determine if a plastic container is recyclable. These questions were partially funded by the Association of Recycling Managers.
- 5) Questions about **Libraries** concerned the importance of and support for a late evening telephone reference service that would answer reference questions from 9 p.m. to midnight seven days a week. These questions were funded by the Metropolitan Library Service Agency.
- 6) After answering routine questions about **Employment**, individuals who were working full-time or part-time were asked a series of questions about their usual mode of transportation to work one year ago and today, and the importance of workplace location or commute time in any household relocation decision made during the past year. These questions were funded by the Metropolitan Council, Transportation Division.

In addition, respondents were asked how many days each week they work at home or at a satellite location instead of commuting to their normal workplace, whether they would like to work at home instead of commuting, and whether their employer would allow it. These questions were funded by the Minnesota Department of Transportation.

- 7) Questions about **Nature Centers** asked about awareness of any nature center in the Twin Cities metropolitan area and whether the respondent had ever heard of or visited the Minnesota Valley National Wildlife Refuge Visitor Center in Bloomington.
- 8) Questions about **Health** asked whether the respondent thought any tobacco advertising was directed toward youth and about awareness of any efforts to reduce the amount of this advertising. These questions were funded by the Hennepin County Department of Community Health.

MINNESOTA POLLUTION PREVENTION PLANNING SURVEY (94-3, 1)

The Minnesota Pollution Prevention Planning Survey was a mail survey of industrial facilities located in Minnesota and known to be involved in pollution prevention activities. It was conducted in Winter 1994 for the Minnesota Office of Waste Management.

Respondents were asked to evaluate the performance of pollution prevention planning and implementation activities at their facility. They answered questions about rate of return, management involvement with and support for pollution prevention planning, and criteria used to evaluate pollution prevention options. Questionnaires were completed and returned by 366 of the facilities.

EMPLOYEE RELATIONS SURVEY (94-4, 5)

The Employee Relations Survey was a telephone survey of 640 randomly selected University of Minnesota employees who were classified as supervisors or professionals. The project was conducted for the University's Human Resources Department. Respondents answered questions about job satisfaction, employee involvement, work unit management, supervisors, working conditions, recognition and compensation, training and development, career advancement, and the University of Minnesota as an employer.

THE 1993-1994 JUDICIAL EVALUATION AND RETENTION SURVEY (94-5, 5)

The 1993-1994 Judicial Evaluation and Retention Survey was a mail survey conducted by the Hennepin County Bar Association in Fall 1993. This was the second biennial Judicial Evaluation and Retention Survey (see Technical Report # 92-5). The survey was mailed to all members of the Hennepin County Bar Association, and to government lawyers practicing in the county. A total of 3,902 attorneys returned surveys. On average, lawyers who completed the survey rated 5 judges. Each judge was rated by an average of 673 lawyers.

The survey form listed all current members of the Fourth District Bench who will stand for election in 1994. Performance evaluation categories included fairness and lack of bias, legal expertise in civil and/or criminal cases, case management skills, judicial demeanor, and retention. Confidentiality procedures were extremely rigorous on this project.

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FOREST PRODUCTS DIRECTORY SURVEY (94-6, 3)

The Forest Products Directory Survey was a telephone survey completed by 592 Minnesota-based wood products manufacturers between Fall 1993 and Winter 1994. The goal was to conduct a census, with much of the information to be published in an updated *Minnesota Forest Products Directory*. The project was conducted for the Department of Forest Products at the University of Minnesota.

Respondents answered questions about company location, key principals, number of employees, gross annual sales, product(s) manufactured, species of hardwoods and softwoods used, type and volume of lumber and panel materials used, whether the company owned a planer/moulder or a dry kiln, volume of wood residue produced, and disposition of wood residue.

1994 CLEAN VESSEL ACT SURVEY (94-7, 3)

The 1994 Clean Vessel Act Survey was a telephone survey conducted in Spring 1994 for the Minnesota Department of Natural Resources, Trails and Waterways Unit and the U. S. Department of the Interior, Fish and Wildlife Service. Contacts were attempted with all marinas located on 23 specified waterways or lakes in Minnesota and Wisconsin. Only marinas with 10 or more slips were asked to complete the survey; a total of 99 interviews were completed.

The survey included questions about marina characteristics, types of sewage pumpouts, waste reception facilities, and sewage treatment. In addition, respondents answered questions related to barriers to proper sanitary waste disposal and if they were interested in applying for a grant to help pay for improving sanitary waste facilities at their marina.

FARIBAUT COUNTY OPINION SURVEY (94-8, 5)

The Faribault County Opinion Survey was a telephone survey of 276 randomly selected residents of the county, which was conducted for the Piper Law Firm of St. James, Minnesota in June 1994. Potential respondents were screened to ensure that only residents who were eligible for jury duty completed the survey. Respondents answered questions about their knowledge and opinions concerning the sex abuse charges made against the Johnson family of Winnebago, Minnesota. In addition, residents were asked for their opinions about the guilt or innocence of Eric Johnson, and how difficult it would be to serve as an impartial juror if called as a juror for this case.

SURVEY ABOUT EMISSION FEES (94-9, 1)

The Survey about Emission Fees was a mail survey completed by 471 Minnesota residents in Spring 1994. The project was funded by the Air Quality Division of the Minnesota Pollution Control Agency.

The survey included questions about emission fees paid by companies that cause pollution, evaluation of the importance of possible reasons why the state would charge air emission fees, and possible uses for the money raised from such fees. Additional questions asked how respondents felt about having the state charge fees for additional substances called air toxics, charging fees based on the degree of environmental harm, having lower taxes for companies that do not cause pollutants, and having some of the pollution costs caused by industrial production paid for by the people who purchase the products.

SHOPPING HABITS SURVEY (94-10, 1)

The Shopping Habits Survey was a telephone survey of 561 Minnesota residents that was conducted for the University of Minnesota's Center for Urban and Regional Affairs in February 1994. The survey sample consisted of households selected randomly from all of the Minnesota telephone exchanges (excluding the seven-county metropolitan area and Minnesota Level Two cities). A minimum of one hundred households were surveyed within each of five Minnesota regions. Respondents answered questions about where they shop for specific items and how far they travel to do their shopping. These questions were replicated from the 1987 Minnesota State Survey (see Technical Report # 88-2).

THE COMMUNITY-BASED PUBLIC HEALTH INITIATIVE 1994 COST-BENEFIT SURVEY (94-12, 3)

The CBPH 1994 Cost-Benefit Survey was conducted in Summer 1994 with funding from the W. K. Kellogg Foundation's Community-Based Public Health Initiative. Questionnaires were sent to two groups: (1) individual CBPH members, and (2) members who responded on behalf of their organization. The surveys included questions about material, personal, social, and political costs and benefits of CBPH membership, and members' perceptions about specific aspects of CBPH. In addition, organizational respondents were asked to answer questions regarding costs and benefits to their organization due to CBPH participation. Questionnaires were completed and returned by 219 of the individual members and 63 of the organizational representatives.

NORTHERN LIGHTS CURRICULUM SURVEY (94-13, 1)

The Northern Lights Curriculum Survey was a mail survey completed by 257 Minnesota teachers in Spring 1994. The survey was conducted for the Minnesota Historical Society to help determine what revisions may be needed in the Northern Lights curriculum. Teachers who use this curriculum were asked to complete the survey. It included questions about *The Story of Minnesota's Past* text book and the activity book *Going to the Sources*.

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EXOTIC SPECIES AND FRESHWATER BOATING SURVEY (94-14, 1)

The Exotic Species and Freshwater Boating Survey was conducted in Spring and Summer 1994 for the Minnesota Sea Grant College Program, the Great Lakes Sea Grant Network, and the Minnesota Department of Natural Resources. Sea Grant is a university-based program designed to support greater knowledge and wise use of the Great Lakes and ocean resources.

Questionnaires were mailed to a random sample of registered boaters in the states of Minnesota, Wisconsin, and Ohio. The survey included questions about their 1993 boating habits and about where they boated during that year. Respondents were asked to evaluate any information about exotic species that they received, to identify the sources of that information, and to provide their opinions about what would constitute effective public education programs. In addition, their opinions were sought about the importance of taking precautions to prevent the spread of freshwater exotic species while boating.

Mail surveys were completed and returned by 1,284 registered boat owners. Due to an unexpectedly low response rate from registered boat owners in Ohio, a follow-up telephone survey was conducted with non-respondents from all three states. Follow-up telephone interviews were completed with 279 individuals who had not responded to the mail survey.

1994 RAMSEY AND HENNEPIN COUNTIES FAMILY ASSISTANCE PROGRAMS SURVEYS (94-15, 5)

The 1994 Family Assistance Programs Surveys were completed during Summer 1994 with funding from Ramsey County Human Services and the United States Department of Agriculture, Food and Nutrition Services. A sample of Family Assistance benefits recipients was randomly selected from Hennepin and Ramsey Counties to participate in the study. Respondents answered questions about theft and loss of EBS cards, trouble using EBS cards and receiving benefits checks, general knowledge of welfare system misuse, opinions about welfare system misuse, characteristics about the household, comfort level of the respondent in answering the questions, and a self-report of accuracy in responding to the questionnaire. Overall 575 people completed the surveys: 275 from Hennepin County and 300 from Ramsey County.

SURVEY ABOUT SPOUSAL RELATIONSHIPS (94-19, 5)

The Survey about Spousal Relationships was a telephone survey conducted in Spring 1994 for the School of Social Work, University of Minnesota. The survey sample consisted of a random sample of households in Minneapolis and St. Paul, supplemented by two random samples of specific population groups (African American and Asian American). Respondents answered questions regarding their perceptions about what constitutes spouse abuse and when physical force against a wife may be justified. In addition, questions were asked about what social workers, the police, and the courts should do in instances of spouse abuse. A total of 545 telephone interviews were completed.

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